

College decides to go with MPR

By Tom Hayes
assistant editor

Augustana recently announced that it has withdrawn its participation in a plan to join with Sioux Falls College and the South Dakota Educational Television board to build a South Dakota Public Radio station in Sioux Falls.

According to a story in the *Argus Leader*, Augustana has decided to return to its original plan to cooperate with Minnesota Public Radio in building a station in Sioux Falls.

The original backers of the South Dakota Public Radio plan, including Augustana, originally brought their proposal before the 1984 Legislature. The plan died with after discussion on the floor of the Legislature.

After the legislative defeat, Augustana decided to pull out of the project.

Augustana President William Nelsen said that he was in-

terested in bringing the "highest-quality public radio, with a strong track record to Sioux Falls."

Augustana pulled out of the proposal because they were, according to Nelsen, concerned about the stability of the South Dakota Public Radio arrangement in Sioux Falls. He said that they were also concerned about the cost to Augustana and the public.

Minnesota Public radio has already installed Augustana graduate Lee Axdahl as manager of the new Sioux Falls station.

Augustana's Board of Regents plans to make a final decision in May concerning future association with Minnesota Public Radio.

Jane Wagers, station manager of KAUR, says that theoretically an Augustana-Minnesota Public Radio partnership would have no effect on the operation of KAUR.

She is afraid that the school



may be jumping into all of this without first looking at what it will cost and whether the benefits will make it worth the expense.

"There are no quantitative figures that show that this venture would be worth the money. It will cost the college a lot of money to have the station on campus.

"I am also concerned that eventually KAUR will have to compete with a school sponsored public radio station for funds." She feels that down the line, KAUR may get the short end of the stick.

The Board of Regents has appointed a committee to look into the proposal and implications of it.